AMENDMENTS TO THE CLAIMS:

This listing of claims will replace all prior versions and listings of claims in the application:

1.   (Currently Amended)   A method of providing advertisements to an automated service machine over a network, comprising:

determining, at the automated service machine, information identifying a user from a smart card;

retrieving, from a server coupled to the network, a profile of the user based on the information identifying the user, wherein the profile includes a consumer history of the user;

selecting, from the server coupled to the network, an ~~advertisement~~ electronic coupon based upon the consumer history of the user; and

~~providing the selected advertisement to the automated service machine; and~~

~~presenting the selected advertisement.~~

delivering the selected electronic coupon to the smart card.

2.   (Currently Amended)   The method of claim 1, wherein the step of selecting the ~~advertisement~~ electronic coupon based upon the consumer history of the user comprises the steps of:

determining a location of the automated service machine; and

selecting the ~~advertisement~~ electronic coupon based on the consumer history of the user and the location of the automated service machine.

3.   (Canceled)

4.   (Currently Amended)   The method of claim 1, ~~wherein the step of presenting the advertisement comprises~~ further comprising:

determining a display resolution of the automated service machine.

5.   (Previously Presented)   The method of claim 1, further comprising:

determining existence of a printer of the automated service machine.

6.   (Previously Presented)   The method of claim 1, further comprising:

determining a local time for the automated service machine.

7.   (Currently Amended)   A system for providing advertisements, comprising:

a server, coupled to a network, the server comprising a first memory for storing information describing a profile of at least one user and a second memory for storing data for a plurality of ~~advertisements~~ electronic coupons;

a processor, coupled to the network, for selecting at least one of the plurality of ~~advertisements~~ electronic coupons based upon a consumer history included in the profile of the at least one user; and

an automated service machine, coupled to the network, for providing information

identifying the at least one user and ~~presenting the at least one advertisement selected~~

~~by the processor~~ delivering the selected electronic coupon to a smart card.

8.   (Currently Amended)   An automated service machine coupled to a

network, comprising:

at least one user interface for receiving information identifying a user;

a communications interface for retrieving, from a server coupled to the network, a

consumer history of the user based on the information identifying the user and for

requesting an ~~advertisement~~ electronic coupon from the server based upon the

consumer history of the user; and

at least one output interface for ~~present~~ delivering the ~~advertisement~~ electronic

coupon ~~based upon the consumer history of the user~~ to a smart card.

9.   (Original)   The automated service machine of claim 8, wherein the at

least one user interface comprises a keyboard.

10.   (Original)   The automated service machine of claim 9, wherein the at

least one user interface comprises a card reader.

11.   (Original)   The automated service machine of claim 9, wherein the

communications interface comprises a modem.

12. (Original) The automated service machine of claim 9, wherein the at least one output interface comprises a display.

13. (Original) The automated service machine of claim 9, wherein the at least one output interface comprises a printer.

14. (Currently Amended) An apparatus for providing advertisements to an automated service machine over a network, comprising:

means for determining, at the automated service machine, information identifying a user from a smart card;

means for retrieving, from a server coupled to the network, a profile of the user based on the information identifying the user, wherein the profile includes a consumer history of the user;

means for selecting, from the server coupled to the network, an ~~advertisement~~ electronic coupon based upon the consumer history of the user;

means for providing the selected ~~advertisement~~ electronic coupon to the automated service machine; and

means for ~~presenting~~ delivering, at the automated service machine, the selected ~~advertisement~~ electronic coupon to the smart card.